

The Robinson Corporation operates 2 AM-FM combinations in 2 small communities. Last year the corporation's profit was \$823. Requiring the 4 stations to keep track of and prepare reports on the types of programming would place an intolerable burden on the small staffs.

It is not our intention to reduce local programming for a number of reasons: Decades ago my late father told the staff that local was our unique programming position and selling advantage. That's why the 12:15 Local News and Funeral Announcements has been on the AM since Day One back in 1958. Now we do local news in morning drive, the noon hour and evening drive on both the AM and FM. That's why county extension agents have been on the air since 1958 but it's often difficult to determine if their program is educational, instructional or agricultural. We do an hour a day six days a week of local and regional music. Recently a local artist was on talking about the life and career of Bernie Roberts who died in October. Since the FM went on the air back in 1967, we've tried to make the programming different than the AM. Again my father told the staff that we couldn't attract an audience with same thing as was on the AM. We've used the available technology to spread our small staff across more than one station. A form of Voice Tracking has been used here since the 1970's and it allows us to extend our hours of operation and concentrate on the local programming. As an example, back in 2001 when the Mississippi River was flooding six feet deep around the studios of the Prairie du Chien stations and it wasn't considered safe for anyone to be there after dark, we could remain on the air and relay any important or emergency information from our studios in Viroqua. In Viroqua, in the 1990's the power system went out for half the town on a cold winter evening and before I even knew about it, extra staff had been called in and they were relaying information from the Emergency Government Director on the scene about what was wrong, how long it would take to restore power, where emergency shelter was set up and to check on friends, neighbors and relatives, especially the elderly in the affected area. Sometimes it's impossible to run !

the station manually and keep up with the phone calls about everything from local sports scores to weather related cancellations. One Sunday morning, I took over 45 cancellations in less than an hour.

We are doing more public affairs programming than ever and may have to restore the large studio that was converted to offices forty years ago because local groups are overflowing our current space. One morning this summer we talked to the School Superintendent about an upcoming building referendum, then with a local delegate at the Democratic National Convention in Boston and finished with a campaign staffer about her and the President's recent trip through western Wisconsin and Viroqua.

As a part of our Voice tracking we do local Public Service Announcements. Today there were 59 different announcements from the Crawford County Human Services Department is scheduling Home Energy Assistance for low income families to Michael Martin Murphy's Christmas Concert for the Associates of the Restored Temple Theatre. We don't keep track of which was used, when it was used, we just do them as being part of our community. Voice Tracking doesn't work for remotes and we do a lot of remotes. We have at least a dozen remote systems ranging from RPU's to cellphone interfaces. Not one week goes by without several remote broadcasts. On September 11, we did a live remote at the dedication of a new Veterans Memorial with a station employee acting as MC and I raising the flag on a flag pole I had paid for. For months before the dedication, the stations ran announcements urging people to send in the names of their Veterans and donate to

make the Memorial possible. We ran so many that the chairman of the committee came to me worried about what it would cost. It gave me pleasure to tell him that he need not worry, that wouldn't cost anything.

Respectfully submitted,
David Robinson
President
Robinson Corporation

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